

# John B. Dutton

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~ www.JohnBDutton.com ~

## Career Path

- 1998-present Created ads and written copy for **Bell Canada, Saputo, Skidoo, Air Canada, Loews Hotels, Cartier, Vidéotron, Vachon, Opéra de Montréal, Alamo, Can-Am, Smith & Nephew, Similac, Mont-Tremblant, Toyo Tires, Reitman, Tim Hortons, FTQ, Natrel, Canada Bread, Snow Farm Vineyard, Doritos, Desjardins, La Cage aux Sports, Ivanhoe Cambridge, McAuslan, Ford** and many others.
- 1988-1997 Television Director - **MusiquePlus**  
Over 9,000 hours of live broadcasting, over 9,000 hours of editing
- 1987-1988 Television Editor  
*He Shoots, He Scores (Lance et compte)* - **CBC**

## Experience

Advertising	Television
Branding	Radio
Public relations	Print
Direct marketing	Billboards
Promotions	Press releases
Sponsored magazine content	Articles
Internet	Corporate videos
Product launches	Corporate brochures
Employee communications	Sales collateral
Speeches	Websites

## Rates

- \$90/hr for creative writing
- \$75/hr for web copy
- \$70/hr for straight text (e.g. brochure) or adaptation
- \$50/hr for proofreading
- 25c/wd for pure translation (minimum charge \$70)

Short-form text, such as slogans and headlines, will be evaluated on a per-case basis and may be charged by the hour or as a flat fee. **All rates except web copy are increased by 50% for rush jobs** (usually next business day delivery, unless otherwise indicated in estimate). Minimum charge is one hour. Client presentations are billed at \$90/hr (plus 50% rush if necessary).

## Other Writing

Continuous	Short stories and freelance articles, published frequently in the <b>Montreal Gazette</b> and <b>Bell ExpressVu's Vu</b> magazine.
May 2007	Screenplay, <i>The Human Tide</i> (co-written)
December 2003	Screenplay, <i>Rd 2 Nowhere</i> (awarded <b>Telefilm Canada</b> grant)
August 2003	Screenplay, <i>Sane Men</i> (optioned by <b>Rapid Films, Dublin</b> )
Summer 2003-present	Blogs <i>Good Things From Spam</i> ( <a href="http://www.GoodThingsFromSpam.com">www.GoodThingsFromSpam.com</a> ), <i>Beyond the Headlines</i> ( <a href="http://www.samsara.ca/Headlines">www.samsara.ca/Headlines</a> ) and <i>Happiechappie &amp; Surliegirlie</i> ( <a href="http://www.goodthingsfromspam.com/happiechappie">www.goodthingsfromspam.com/happiechappie</a> )
April 2003	Novel, <i>The New Sense</i> (published online: <a href="http://www.TheNewSense.com">www.TheNewSense.com</a> )
April 1998	Theatre play, <i>Sane Men</i> (produced at the <b>Geordie Theatre</b> )
February 1993	Co-creator and co-writer, sitcom <i>T.M.N.</i> (optioned by <b>Zolar Entertainment, Toronto</b> )

## Prizes

2004	25 <sup>th</sup> anniversary Gold Classic <b>Telly Award*</b> (humor category) <i>5 Minute Express Noodles TV commercial (creative director-writer)</i>
2003	Silver & bronze <b>Telly Awards*</b> (humor category) <i>5 Minute Express Noodles TV commercial (creative director-writer)</i>
1998	<b>Montreal Mirror</b> Best of Montreal awards. <i>Sane Men</i> voted by the public as the year's third-best theatre play.
1989	<b>Gémeau</b> Award nomination (humor/variety TV show category) <i>Céline Dion - Unison (editor)</i>

\*Telly Awards are prizes given in the US for commercials broadcast in local markets only

## Curriculum Vitae

Born July 23rd 1966, Warrington, England

B.A. (Honours) Degree in Film, Video and Photographic Arts (University of Westminster, England, 1987)

Speaks, reads and writes English, French, German, Italian